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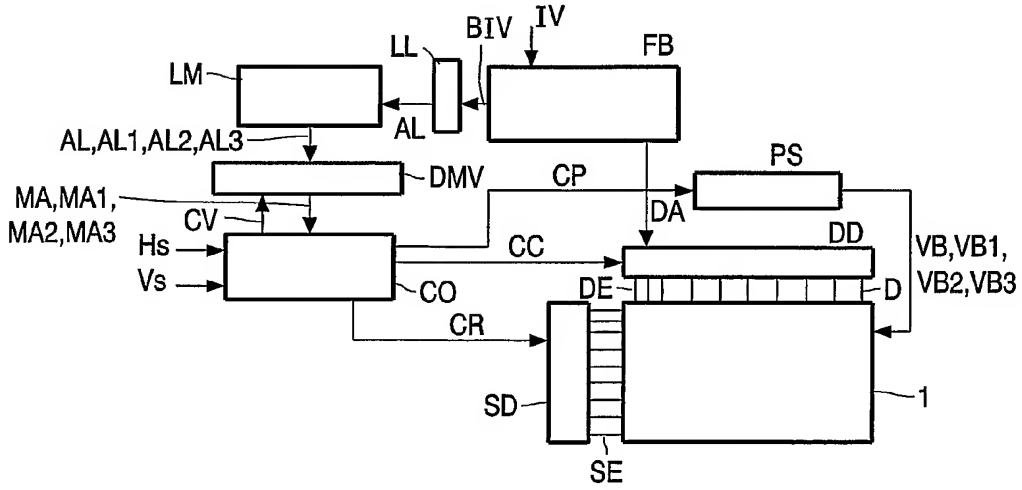
(54) Title: AN ACTIVE MATRIX DISPLAY WITH REDUCTION OF POWER ONSUMPTION



(57) Abstract: An active matrix display comprises a select driver (SD) to drive select electrodes (SE), and a data driver (DD) to supply data (D) to data electrodes (DE). Pixels (10) are associated with intersections of the data electrodes (DE) and the select electrodes (SE). The pixels (10) comprise a light emitting element (L) and a pixel driving circuit (PD). The pixel driving circuit (PD) receives a power supply voltage (VB) via a power supply electrode (PE), and data (D) via a data electrode (DE) to control a brightness of the light emitting element (L). A power supply (PS) supplies the power supply voltage (VB). The power supply electrodes (PE) are arranged to supply the power supply voltage (VB) to the pixel driving circuits (PD) of lines of pixels (10) extending in the same direction as the select electrodes (SE) or in the same direction as the data electrodes (DE). The load (AL; MA; IL) on the power supply electrodes (PE) caused by the pixels (10) associated with the lines of pixels (10) is determined (LD), and the level of the power supply voltage (VB) is controlled (CO) dependent on the load (AL; MA; IL).

WO 2005/088593 A1

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